

CONTRACT



WCCB
1 Television Place
Charlotte, NC 28205
(704)372-1800

And:

Media Strategies
990 Lee Hwy, Suite 210
Fairfax, VA 22030

Contract / Revision		Alt Order #
130475 /		
Product		
Contract Dates		Estimate #
10/29/12 - 11/06/12		
Advertiser		Original Date / Revision
Cowell for NC Treasure		08/24/12 / 08/24/12
Billing Cycle		
EOM/EOC		Broadcast
Station		Account Executive
WCCB		Chris Gray
Sales Office		
WCCB National		
Special Handling		
Demographic		
Adults 35-64		
IDB#		
		Advertiser Code
		Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals		
										Type	Spots	Amount
E 1	WCCB	11/05/12	11/06/12	Fox News Rising	530a-8a		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	11-----				2	\$250.00			
E 2	WCCB	10/29/12	11/02/12	Fox News Rising	530a-8a		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----1--				1	\$200.00			
E 3	WCCB	10/29/12	11/02/12	Fox News Rising	530a-8a		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	11111--				5	\$200.00			
E 4	WCCB	11/05/12	11/06/12	Fox News Rising	530a-8a		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	11-----				2	\$250.00			
E 5	WCCB	10/29/12	11/02/12	Fox News Rising 8a-9a	8a-9a		:30			NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	11--1--				3	\$175.00			
E 6	WCCB	11/05/12	11/06/12	Fox News Rising 8a-9a	8a-9a		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	11-----				2	\$200.00			
7	WCCB	10/31/12	10/31/12	M-F 12p-1p	12p-1p		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	--W----				1	\$75.00			
8	WCCB	11/05/12	11/05/12	M-F 12p-1p	12p-1p		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	M-----				1	\$75.00			
9	WCCB	10/29/12	11/02/12	M-F 3p-4p	3p-4p		:30			NM	5	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	11111--				5	\$95.00			
10	WCCB	11/05/12	11/05/12	M-F 3p-4p	3p-4p		:30			NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	1-----				1	\$95.00			
E 11	WCCB	10/29/12	11/02/12	Anderson	4p-5p		:30			NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	11111--				5	\$250.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise added to contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Station does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Station, whether verbal or written.



WCCB
1 Television Place
Charlotte, NC 28205
(704)372-1800

Contract / Revision 130475 /	Alt Order #	
Contract Dates 10/29/12 - 11/06/12	Product	Estimate #
Advertiser Cowell for NC Treasure		Original Date / Revision 08/24/12 / 08/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
		Start Date	End Date	Weekdays				Spots/Week	Rate		Amount
E 12	WCCB	11/05/12	11/05/12	Anderson	4p-5p		:30			NM	1 \$300.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		11/05/12	11/11/12	1-----				1	\$300.00		
E 13	WCCB	10/29/12	11/02/12	Ellen	5p-6p		:30			NM	5 \$2,500.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		10/29/12	11/04/12	11111--				5	\$500.00		
E 14	WCCB	11/05/12	11/05/12	Ellen	5p-6p		:30			NM	1 \$600.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		11/05/12	11/11/12	1-----				1	\$600.00		
E 15	WCCB	11/05/12	11/05/12	How I Met Your Mother	630p-7p		:30			NM	1 \$250.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		11/05/12	11/11/12	M-----				1	\$250.00		
E 16	WCCB	10/29/12	11/02/12	Big Bang Theory 730pm	730p-8p		:30			NM	4 \$6,000.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		10/29/12	11/04/12	-1111--				4	\$1,500.00		
E 17	WCCB	11/05/12	11/05/12	Big Bang Theory 730pm	730p-8p		:30			NM	1 \$1,500.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		11/05/12	11/11/12	1-----				1	\$1,500.00		
D 18	WCCB	11/05/12	11/05/12	bones	8p-9p		:30			NM	0 \$0.00
E 19	WCCB	10/31/12	10/31/12	X Factor	X Factor		:30			NM	1 \$2,200.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		10/29/12	11/04/12	--W----				1	\$2,200.00		
E 20	WCCB	11/01/12	11/01/12	X Factor	X Factor		:30			NM	1 \$4,000.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		10/29/12	11/04/12	---T---				1	\$4,000.00		
E 21	WCCB	10/29/12	11/02/12	Fox News @ 10pm	10p-1035p		:30			NM	5 \$2,250.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		10/29/12	11/04/12	11111--				5	\$450.00		
E 22	WCCB	11/05/12	11/05/12	Fox News @ 10pm	10p-1035p		:30			NM	1 \$2,000.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		11/05/12	11/11/12	1-----				1	\$2,000.00		
E 23	WCCB	10/29/12	11/02/12	Fox News EDGE	1035p-11p		:30			NM	5 \$1,250.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		10/29/12	11/04/12	11111--				5	\$250.00		
E 24	WCCB	11/05/12	11/05/12	Fox News EDGE	1035p-11p		:30			NM	1 \$300.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		11/05/12	11/11/12	1-----				1	\$300.00		
25	WCCB	11/03/12	11/04/12	Fox News @ 10pm Sa/Su	10p-1035p		:30			NM	2 \$500.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		10/29/12	11/04/12	-----11				2	\$250.00		
26	WCCB	11/03/12	11/03/12	Fox News Got Game Sat	1035p-11p		:30			NM	1 \$150.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		10/29/12	11/04/12	-----S-				1	\$150.00		
27	WCCB	11/04/12	11/04/12	Fox News Got Game Sun	1035p-11p		:30			NM	1 \$150.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		10/29/12	11/04/12	-----S				1	\$150.00		

Totals

59

\$29,045.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise added to contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Station does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Station, whether verbal or written.



WCCB
1 Television Place
Charlotte, NC 28205
(704)372-1800

Contract / Revision	Alt Order #	
130475 /		
Contract Dates	Product	Estimate #
10/29/12 - 11/06/12		
Advertiser		Original Date / Revision
Cowell for NC Treasure		08/24/12 / 08/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	<u>Totals</u>	
										Type	Spots
Time Period											
10/29/12 - 11/06/12										# of Spots	Gross Amount
											Net Amount
										59	\$29,045.00
											\$24,688.25
Totals											
										59	\$29,045.00
											\$24,688.25

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise added to contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Station does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Station, whether verbal or written.